



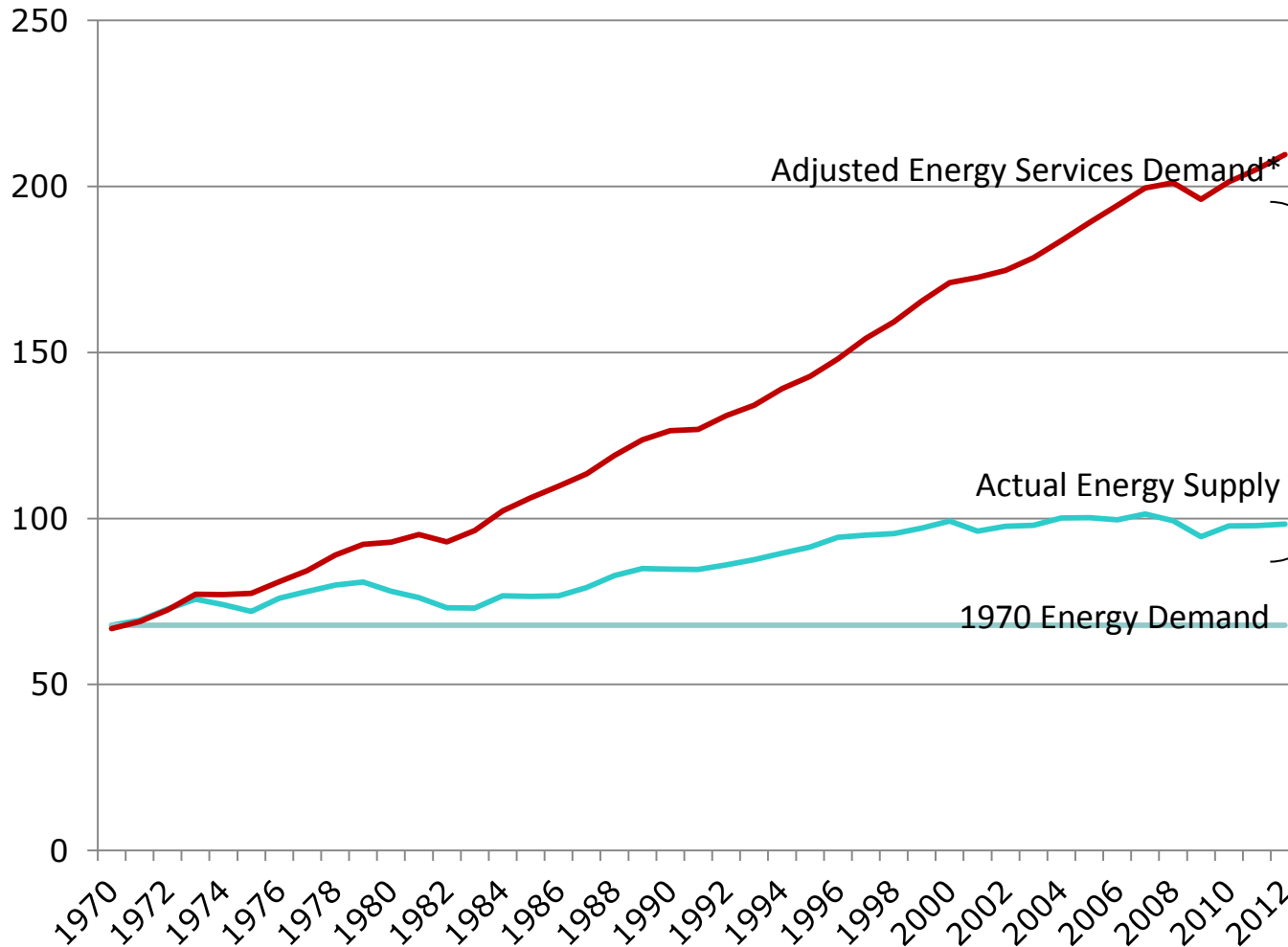
CPUC En Banc on Sustainable Utilities

August 21, 2012
CPUC Auditorium

Presentation by Ralph Cavanagh

Energy Demand and Supply 1970-2012

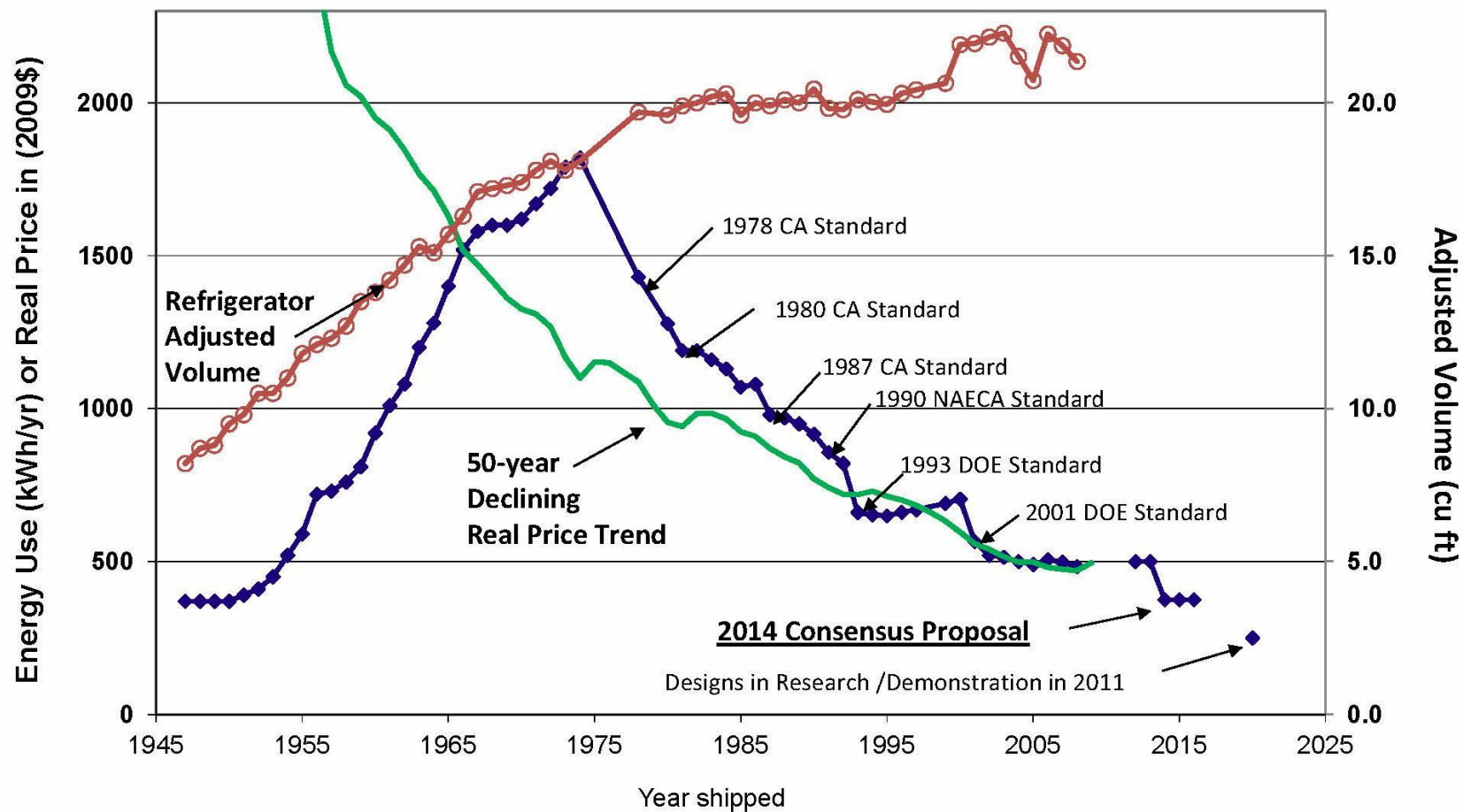
Quads of Total Primary Energy



Reductions in energy intensity contributed nearly 4 times as much as new energy supply to meeting the added demand for energy services since 1970

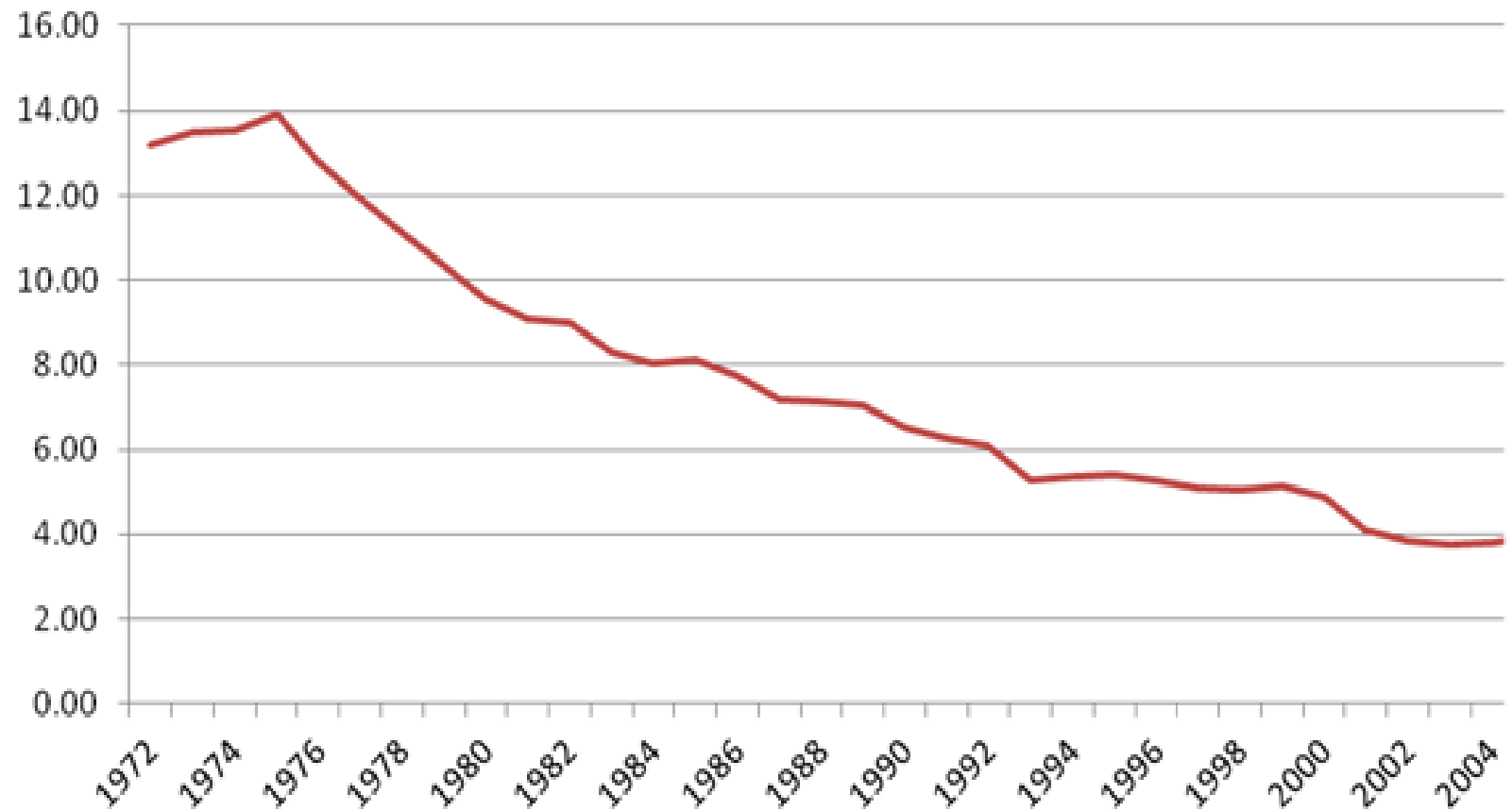
Annual Energy Use, Volume and Real Price of New Refrigerators

Sources: AHAM Factbooks, Rosenfeld 1999 and Bureau of Labor Statistics



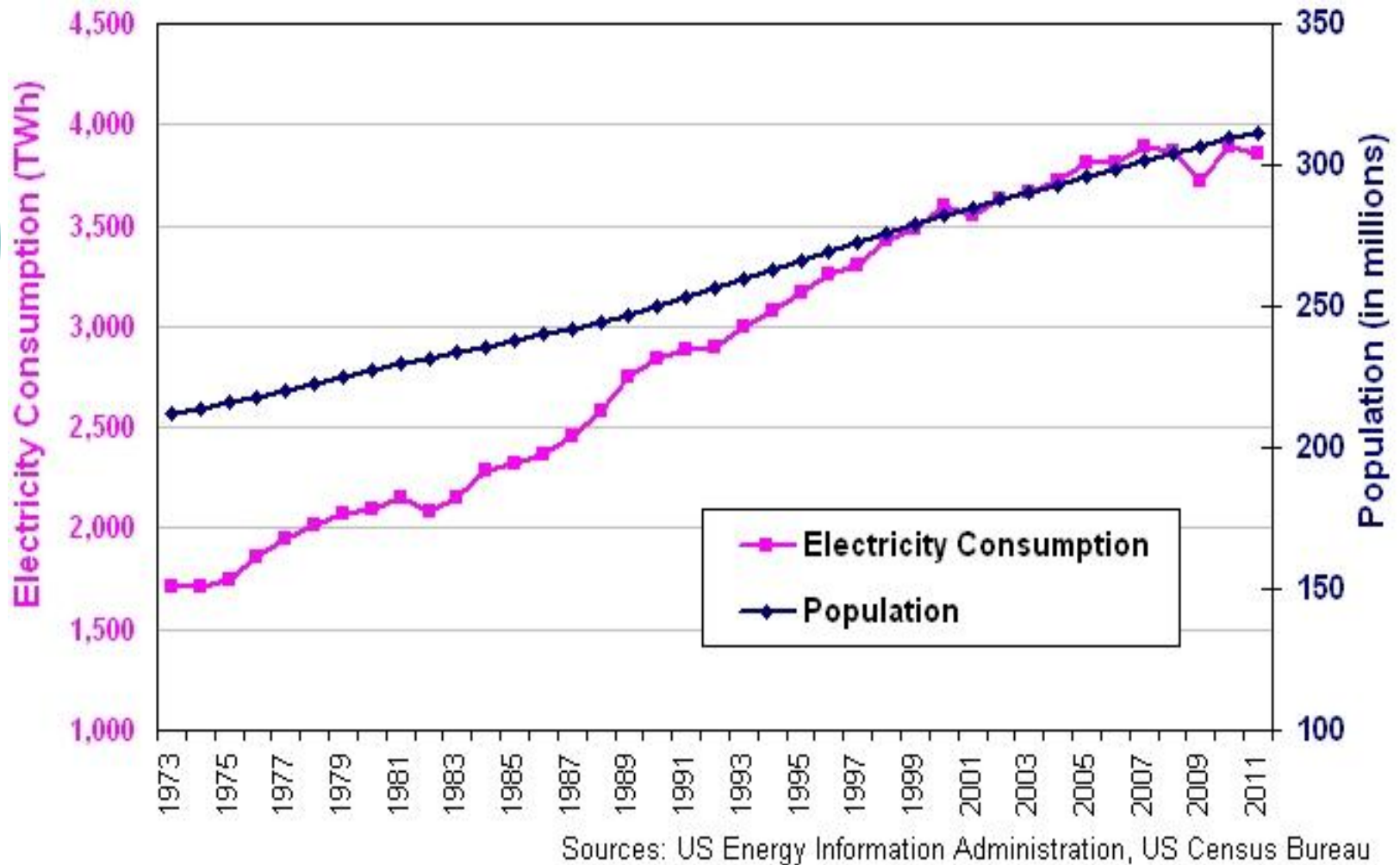
Declining Cost of Refrigeration Since Early 1970's

\$ / Cubic Feet / Year



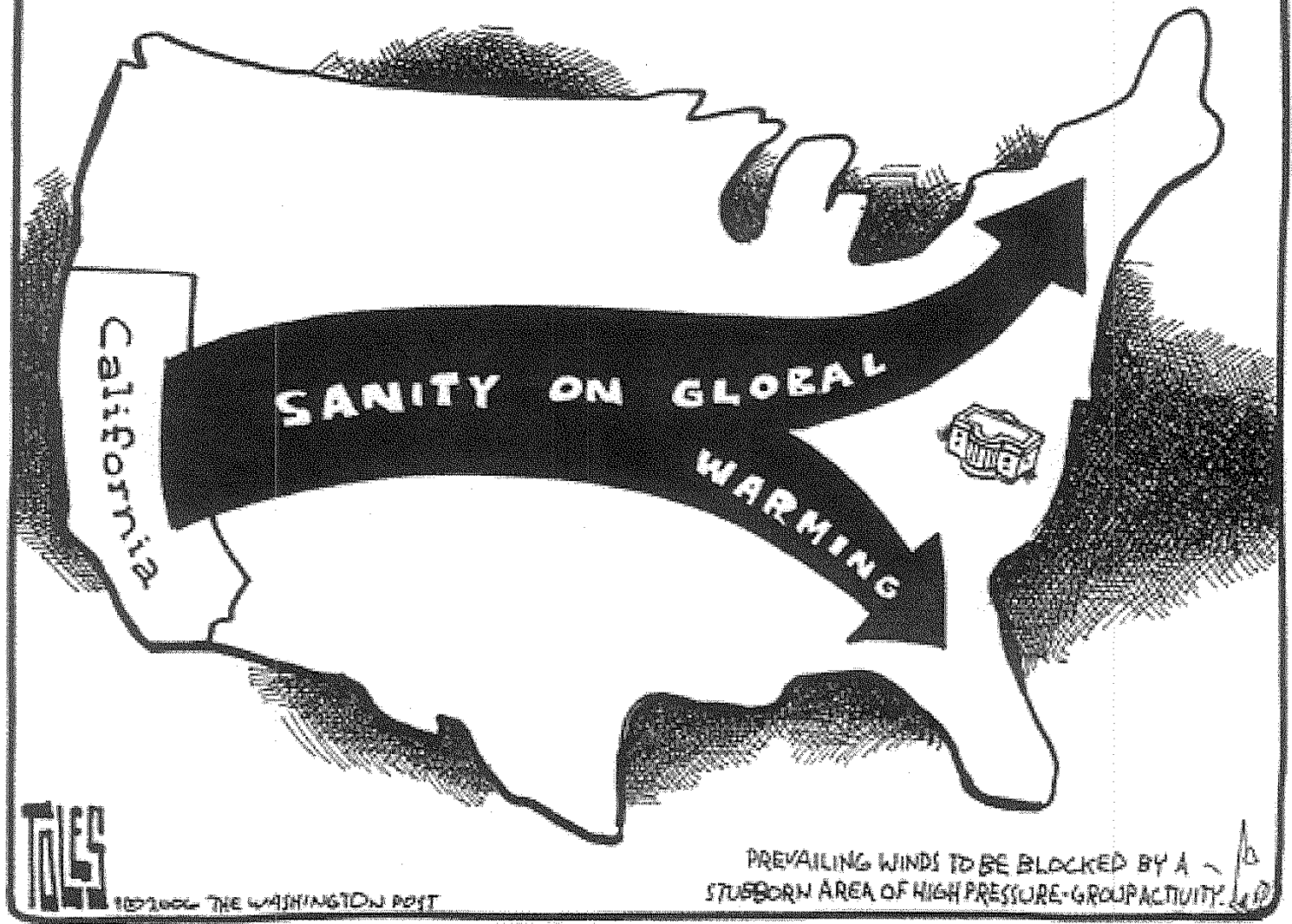
*Energy services demand has been adjusted to reflect imports

Trends in US Electricity Consumption and Population, 1973-2011^[1]

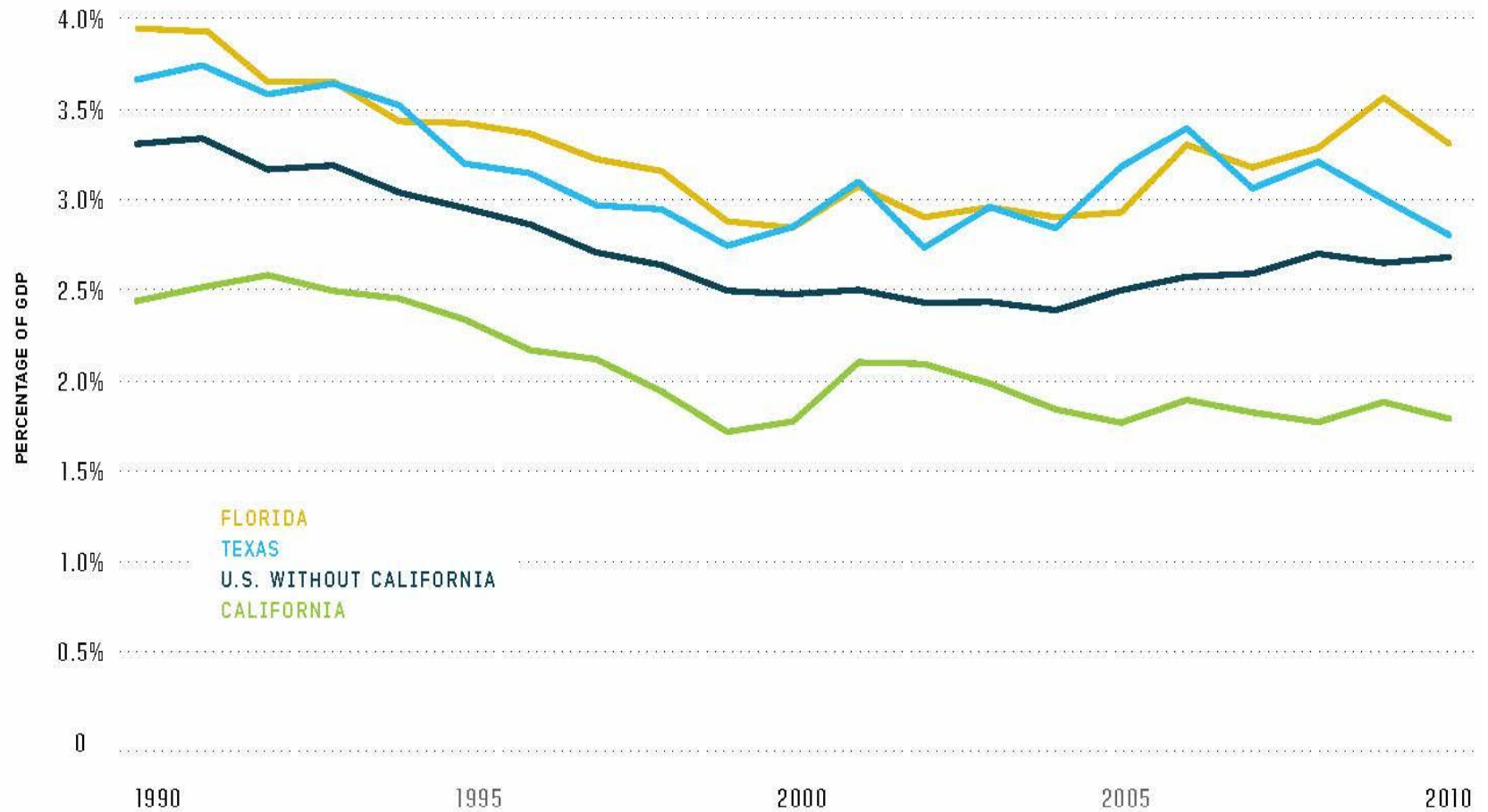


^[1] Electricity consumption data are from US Energy Information Administration, *Monthly Energy Review*, Table 7.6, Electricity End Use, "Electricity End Use, Total" (June 27, 2012). Population data are from US Census Bureau, *Population Estimates*, Table 1 - Annual Estimates of the Population for the United States, Regions, States, and Puerto Rico (December 2011).

Forecast



STATEWIDE ELECTRICITY BILL AS A FRACTION OF GDP CALIFORNIA, TEXAS, FLORIDA & REST OF THE U.S.



NEXT 10 CALIFORNIA GREEN INNOVATION INDEX. Data Source: U.S. Department of Energy, Energy Information Administration; U.S. Department of Commerce, Bureau of Economic Analysis
Analysis: Collaborative Economics